

Heritage Sports Radio Network, LLC – Privacy Policy

Heritage Sports Radio Network, LLC (the “Company”) knows that You care about how your personal information is used and shared, and the Company values and respects your right to privacy. Your ability to make informed choices about the uses of your information is important to us. That's why we insist upon the highest standards for secure transactions and customer information privacy. Please read the following statement to learn about our information gathering and dissemination practices.

By visiting, accessing or using the www.HSRN.com website or domain name or any other pages linked to the website, as well as any website features or content (collectively, the “Website”) or the HSRN player application or Company provided software or applications or any services offered from time-to-time by the Company in connection therewith (collectively, the “Application”) or using any services suggested or recommend by us, you (“You” or “User”) acknowledge that You accept the practices and policies set forth in this Privacy Policy and agree to be bound by the terms and conditions of this Privacy Policy. If You do not so agree, please do not use or access the Website and/or use the Application. Any use or access of the Website and/or Application, constitutes your express consent to our use and disclosure of your Personal Information in accordance with this Privacy Policy. This Privacy Policy is subject to the Terms and Conditions of Use and the Software License Agreements.

1. INFORMATION COVERED BY THIS PRIVACY POLICY

This Privacy Policy covers the Company’s treatment of personally identifiable information (“Personal Information”) that the Company gathers when You access and/or use the Website and/or the Application. THIS PRIVACY POLICY DOES NOT APPLY TO THE PRACTICES OF COMPANIES THAT THE COMPANY DOES NOT OWN OR CONTROL (INCLUDING ANY THIRD-PARTY PRODUCTS OR SERVICES USED FOR LOGGING INTO THE WEBSITE OR ACCESSING THE APPLICATION OR THAT ARE INTEGRATED WITH THE WEBSITE OR APPLICATION) OR TO ANY AND ALL INDIVIDUALS OR ENTITIES THAT THE COMPANY DOES NOT EMPLOY OR MANAGE.

2. COLLECTION OF INFORMATION

- 2.1. The information we collect from You enables us to personalize and improve our services and allows our users to use the Website and Application to evaluate potential design costs to improve the user experience on the Website and with the Application. We collect the following information from our users:
- 2.2. When You use the Website and/or Application, we collect and store your personal information which is provided by You, and information about you, including the type of browser, operating system, and information about where you connected to the site. Our primary goal in doing so is to provide You with a safe, efficient, smooth and customized experience. This allows us to provide services and features that most likely meet your needs and to customize the Website and/or Application to make your experience safer and easier. More importantly, while doing so we collect personal information from You that we consider necessary for achieving this purpose.
- 2.2 Registration Information: When You sign up for our email communication with us, we may collect your name, address, e-mail, phone number and any other relevant contact information. Once You give us your personal information, You are not anonymous to us. Where possible, we indicate which fields are required and which fields are optional. You have the option to not provide information by choosing not to use the Website or Application. We may automatically track certain information about you based upon your behavior on the Website or in the Application. We use this information to do internal research on our users' demographics, interests and behavior to better understand, protect and serve our users. This information is compiled and analyzed on an aggregated basis. Analysis of User information may also be used to provide You with customized information or a customized approach. This information may include the URL of the previous website address visited by You (whether this URL is on our website or not), the URL of the following website You may visit (whether this URL is on our website or not), any computer browser information and Your IP address.

- 2.3 **Cookies and Other Tracking Technology:** Cookies are small files that we transfer to your computer's (or any other device which connects to the internet) persistent storage medium (e.g., hard drive) through your web browser to enable our systems to recognize your browser and tell us how and when pages in our Website are visited and by how many people. The Company also uses cookies and other user tracking technologies to automatically collect information when You visit the Website or use the Application. Such information includes, but is not limited to, the following user information: IP address, browser type and program, operating system, date and time of last visit to the Website, designs and design estimates, referring URL and other URLs visited, links clicked, any pages or links viewed on the Website and all other Website or Application activity. The Company may combine such Website information with other Personal Information collected from the User and may use this combined information for future marketing initiatives and to help the Company's overall website presentation and to improve the user experience on the Website. Most web browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of the User's web browser) allowing You to decide on acceptance of each new cookie in a variety of ways. We strongly recommend that You leave the cookies activated, however, because cookies enable You to take advantage of some of our Website's most attractive features. We offer certain features that are only available through the use of a "cookie." Most cookies are "session cookies," meaning that they are automatically deleted from your hard drive at the end of a session. You may also encounter "cookies" or other similar devices on certain pages of the Website that are placed by third parties. These cookies allow an ad server to recognize your computer or other internet connection devices each time they send You an online advertisement to compile information about You or others who use your computer or internet connection devices. This information allows advertising networks to, among other things, deliver targeted advertisements that they believe will be of most interest to You. This Privacy Policy covers the use of cookies by the Company and does not cover the use of cookies by any advertisers or other third-parties. The Company does not control and is in no way liable for the use of cookies by any advertisers or other third parties.
- 2.4 **Transaction History:** When the User makes any transactions with the Company, the Company will collect and store information about any User transactions, such as transaction date, transaction type and amount, items transacted for. The Company uses this information solely to process your transactions. The Company stores such information of registered users to facilitate future transactions by the User. The Company uses third-party software for all payment activities (including any and all credit card and/or debit card information necessary to process your payment), which is not stored by the Company.
- 2.5 **E-mail Communications:** The Company may communicate with You if You have provided the means to do so. The User may opt-out of receiving further e-mails from the Company by following the included instructions on unsubscribing provided in all e-mails from the Company.
- 2.6 **Message Posting by User:** If the User selects to post messages on any Company message boards, chat rooms, or other message areas or provides feedback to the Company, the Company shall collect all information provided to, or gathered by, the Company from You. The Company shall retain this user information as necessary to resolve disputes, provide customer support, troubleshoot problems and as otherwise permitted under any laws or regulations of the United States. If You send the Company any personal correspondence, such as e-mails or letters, or if other users or third parties send us correspondence about your activities or postings on the Website, the Company may collect and store such information related to the User.

3. USE OF INFORMATION

- 3.1. The Company will not share your Personal Information with third parties without your explicit permission, except when required by law, subpoena, or court order or otherwise expressly set forth herein.
- 3.2. We use personal information to provide the services You request. To the extent we use your personal information to market to You, we will provide You with the ability to opt-out of such uses. Your Personal Information may be used to resolve disputes, troubleshoot problems, help promote safe services, to collect any money owed to the Company, measure consumer interest in our products and services, inform You about online and offline offers, products, services, and updates, customize your experience, detect and protect us against error, fraud and other criminal activity, enforce our terms and conditions, and as otherwise described to You at the time of such collection Your Personal Information.

- 3.3. In our efforts to continually improve our products and services, we collect and analyze demographic and profile data about our users' activity on the Website and Application. We identify and use your IP address to help diagnose problems with our server and to administer our website. Your IP address and, potentially location, is also used to help identify You and to gather broad demographic information.
- 3.4. You may be requested by the Company to complete optional online surveys. These optional surveys may ask You for contact and demographic information (e.g., zip code, age, or income level). We use this data to improve your experience with the Website to provide and to display content according to Your preferences.

4. DISCLOSURE OF PERSONAL INFORMATION

- 4.1. Protection of the Personal Information of our users is an integral part of the Company's business. The Company neither rents nor sells your Personal Information to any third parties.
- 4.2. The Company may share Personal Information with our other corporate entities and affiliates in the following ways: (i) to help detect and prevent identity theft, fraud, and other potentially illegal acts; (ii) correlate related or multiple accounts to prevent abuse of our services; and (3) to facilitate joint or co-branded services that the User requests in circumstances whereby such services are provided by more than one corporate entity or affiliate. Unless the User explicitly selects to "opt-in," such entities and affiliates may not market to You as a result of such sharing.
- 4.3. We may disclose personal information to law enforcement offices, third party rights' owners, or any other parties based on the good faith belief that such disclosure is reasonably necessary to: enforce our Terms of Use or Privacy Policy; respond to claims that an advertisement, posting or other content violates the rights of a third party; or protect the rights, property, or personal safety of our users or the general public.
- 4.4. We and our affiliates will share / sell some or all of your personal information with another business entity should the Company, the Company's assets, or the Company's affiliates plan to merge with, or be acquired by that business entity, or if any re-organization, amalgamation, or restructuring of the Company's business shall occur, including, but not limited to, 'sale of the software as a service'. Should such a transaction occur, the surviving entity or entities shall be required to follow the terms and provisions of this Privacy Policy.
- 4.5. Except as set forth above in this section of the Privacy Policy, You will be notified when Your Personal Information may be shared with third parties and You will be able to prevent sharing of such Personal Information.
- 4.6. Notwithstanding the above, the Company may share aggregate or de-identified statistical information about users with third parties for marketing, advertising, research or other purposes.

5. CHILDREN'S PRIVACY

- 5.1. The Website is not intended for use by children. The Company does not knowingly collect Personal Information from, or target the Website to, children under the age of 18. If You are under the age of 18, please do not attempt to register to the Website or send any information about yourself to the Company, including, but not limited to, your name, address, telephone number or e-mail address. No one under the age of 18 may provide any Personal Information the Company or use the Website. In the event that the Company becomes aware that the Company has collected Personal Information from a child under the age of 18 without verification of parental consent of such child, the Company will delete such information within a reasonable amount of time. If You believe the Company has any information from or about a child under the age of 18, please contact us at the contact information provided on the Website.

6. Links to Other Sites

- 6.1. Our website links to other websites that may collect personally identifiable information about You. We and/or the Website are not responsible for the privacy practices or the content of those linked websites.

7. Security Precautions

- 7.1. The Website has stringent security measures in place to protect the loss, misuse, and alteration of the information under our control. Your Company account Personal Information is protected by a password for

your privacy and security. You will need to ensure there is no unauthorized access to your account and Personal Information by selecting and protecting your password appropriately and limited access to your computer (or other internet connection device) and browser by signing-off after you have finished accessing your account. Whenever You change or access your account information, we offer the use of a secure server. Once your information is in our possession we adhere to security guidelines, protecting it against unauthorized access.

- 7.2. The Company shall make reasonable efforts to protect User information to ensure that User account information is being kept private; however, the Company cannot guarantee the security of User account information. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of User information at any time. The Company is not liable for any such unauthorized entry or use, hardware or software failure or any other issues that compromise the security of User information not wholly within the control of the Company.
- 7.3. The Website contains links to other websites. The Company is not responsible for the privacy policies and/or practices on any other websites. When linking to any other website, the User should read the privacy policy of such website. This Privacy Policy only governs information collected on this Website.

8. Changes to Privacy Policy

- 8.1. This Privacy Policy replaces all previous disclosures the Company has provide to You about the Company's practices related to the collection and protection of Personal Information. The Company reserves the right to change the Privacy Policy, and apply any changes to information previously collected from users, including You, or protected by the Company, as permitted by law. If there are material changes to the Privacy Policy, or if the Company's collection and/or protection practices change materially with regard to Personal Information, the Company shall notify You by posting the Privacy Policy changes on the Website with a new effective date or via e-mail directly to You. Users are bound by any changes to this Privacy Policy upon use of the Website after such changes have been posted.

9. Choice/Opt-Out

- 9.1. The Company provides all users with the opportunity to opt-out of receiving non-essential (promotional, marketing-related) communications from the Company, or on behalf of our partners and affiliates, and from the Company, in general, after setting up an account on the Website. Information provided on the Website and through the software itself is an exception to such opt-out.

10. Advertisements

- 10.1. We use third party advertising companies to serve advertisement when you visit the Website. These companies may use information (not including your name, address, email address or telephone number) about your visits to the Website and other websites in order to provide advertisements about goods and services the Company believes to be of interest to the User.

11. User Consent

- 11.1. By using the Website and/or the Application and/ or by providing your Personal Information, You consent to the collection and use of Personal Information You disclose on the Website in accordance with this Privacy Policy, including, but not limited to, your consent for sharing your Personal Information as per this Privacy Policy.

12. Questions?

- 12.1. If You have any questions or concerns regarding this Privacy Policy, please send us a detailed message at **TheFamily@HSRN.com**. We will make every effort to resolve your concerns.